

Rep Order# 6867086 Ver# 1 Status New Traffic Order# Printed: 10/24/2012 11:33 AM 1 of 3

EC'd Yes Last Received: 10/23/2012 2:58 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA
Product BARACK OBAMA 60S WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 2175 Agency C/P1/P2/E 95/101/2175
Buyer Dan Nagelberg Flight Dates 10/25/2012 - 10/29/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 31,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	9A-10A	TODAY SHW2-NBC	:60	\$600.00	10/25-10/26	2	1	2	\$1,200.00	
	2	TH-F	10A-11A	TODAY SHW3-NBC	:60	\$500.00	10/25-10/26	2	1	2	\$1,000.00	
	3	TH-F	7A-9A	TODAY SHW<	:60	\$1,400.00	10/25-10/26	2	1	2	\$2,800.00	
	4	SA	6A-7A	WAVY NWS SAT6A	:60	\$400.00	10/27-10/27	1	1	1	\$400.00	
	5	SA	7A-8A	WAVY NWS SAT7A	:60	\$800.00	10/27-10/27	1	1	1	\$800.00	
	6	SA	8A-10A	SATURDAY TODAY	:60	\$1,000.00	10/27-10/27	1	1	1	\$1,000.00	
	7	SU	6A-7A	WAVY NWS SUN6A	:60	\$400.00	10/28-10/28	1	1	1	\$400.00	
	8	SU	7A-8A	WAVY NWS SUN7A	:60	\$800.00	10/28-10/28	1	1	1	\$800.00	
	9	SU	8A-9A	SUNDAY TODAY	:60	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
	11	TH-F	5P-530P	WAVY NEWS10-5<	:60	\$1,400.00	10/25-10/26	1	1	1	\$1,400.00	
	12	TH-F	530P-6P	WAVY10NWS-5.30<	:60	\$1,400.00	10/25-10/26	1	1	1	\$1,400.00	

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Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TH-F	7P-730P	ENT TONIGHT 30<	:60	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	14	TH-F	730P-8P	INSIDER<	:60	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	15	M	8P-10P	VOICE	:60	\$4,400.00	10/29-10/29	1	1	1	\$4,400.00	
	16	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:60	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	17	M	9A-10A	TODAY SHW2-NBC	:60	\$600.00	10/29-10/29	1	1	1	\$600.00	
	18	M	10A-11A	TODAY SHW3-NBC	:60	\$500.00	10/29-10/29	1	1	1	\$500.00	
	19	M	7A-9A	TODAY SHW<	:60	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	20	M	5P-530P	WAVY NEWS10-5<	:60	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	21	M	530P-6P	WAVY10NWS-5.30<	:60	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	22	M	7P-730P	ENT TONIGHT 30<	:60	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	23	M	730P-8P	INSIDER<	:60	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	

--REPORT TOTALS--

Report Totals: 25 / \$31,700.00

--SALES MONTHLY TOTALS--

Oct 12: 17 / \$19,600.00 Nov 12: 8 / \$12,100.00
Sales Totals: 25 / \$31,700.00

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Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA 60S
Estimate# 2175
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2175
Flight Dates 10/25/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Station Totals: 25 / \$31,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$166,842	CATV 0%	WAVY 19%	WGNT 14%	WPXV 0%	WTKR 16%
		WTVZ 11%	WVBT 26%	WVEC 14%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE